

THE ONTARIO ARGUS

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W. C. MARSH



A LESSON IN ADVERTISING.

An interesting story of actual facts, showing how advertising pays by cutting down the overhead expense and swelling the profits, was told to the University of Oregon class in Journalism recently by C. F. Berg, a business man of Portland. Mr. Berg declares that the non-advertiser pays the cost of the advertising done by the other fellow. For his illustration he took three firms handling a line of the same grade in the same territory, who revealed their advertising and their selling cost figures. These were the figures:

C spent \$29,000 in advertising; his selling cost was six per cent. B spent \$49,000 in advertising; his selling cost was four per cent. A spent \$85,000 in advertising; his selling cost was two and one-half per cent.

Naturally A's price to the consumer for a line of the same grade in the same territory could be no greater than B's and B's no greater than C's. Yet though A spent nearly twice as much in advertising as B, his selling cost was nearly 50 per cent less. He lowered his selling cost by selling more goods, and he sold more goods because he advertised more. His profits grew as his selling cost decreased. Accordingly, the man who paid the cost of A's extra advertising over B was B, and the man who paid the cost of B's extra advertising over C was C.

This illustration was used to hammer home an advertising epigram before the class in advertising at the University of Oregon, Friday. The lecturer was C. F. Berg, of Portland, vice president of Lennon's, the widely known glove, hosiery and umbrella firm of Portland and Seattle. The epigram was as follows:

"The man who does not advertise is the man who pays the cost of the other fellow's advertising."

This was not the only advertising point driven home by Mr. Berg, but it was the one that made the greatest impression upon the students, of whom many will some day be consumers of advertising themselves and who are now trying to learn the methods and results of advertising so that they may waste as little money as possible when in business.

"Consumers read the costly full page ads. of great national advertising campaigns and think they pay the ultimate cost," said Mr. Berg. "But they don't. Neither does the manufacturer, who cannot decrease the quality of his article or make it cost more to the buyer than a rival article. Neither does the jobber or the retailer pay the cost; their profits remain stationary."

"The successful firm's advertising is bought and paid for by the firms that are less successful."

"Take 10 stores, each doing \$100 a day business, each with overhead expense of 25 per cent, of goods sold, and each with 25 per cent profit. One of the 10 owners sets aside 10 per cent of his sales receipts for advertising and doubles his sales. He thus reduces his overhead expense to 12½ per cent, and his advertising expenses to five per cent. His profits, accordingly, are increased to 37½ per cent, less the five per cent advertising expense, or 7½ per cent more than they were in the beginning. His additional sales to a great extent mean correspondingly decreased sales among the remaining nine owners; they have paid his advertising bill, increased their overhead proportionately and lessened their profits proportionately."

Mr. Berg described the benefits brought to farmers and rural residents by advertising. "Millions of dollars in labor-saving devices are annually sold to farmers through the press," he said.

"When an auto has to ascend a hill, you do not pinch off the gas to save money; you turn on more gas. Now, business is all uphill; there are no level grades. Advertising is the gasoline of business. Use it with judgment, but do not try to make your saving on it."

"Local dealers should use local papers to connect with national campaigns by manufacturers."

Mr. Berg's lecture was illustrated by advertising results secured by well-known manufacturers of autos, watches, hosiery, roofing, and other lines.

GOOD ROADS.

It has been stated, and truly, that there can be no enduring prosperity in any community without good roads. Good roads are one of the farmer's best assets. For good roads are a big factor in making farm life pleasant, and are an absolute necessity to the economical marketing of farm products.

In this section of the Snake river valley, muddy roads are not one of the principle problems with which the road builder is confronted. Not that we do not have mud here, but our soil is of a sandy nature, and what mud we have is not of the sticky, gumbo kind that dries up slowly, and is a serious handicap to travelers. On the other hand our roads are easily drained, and with a little work every road in this section could be made a good road and placed in such a condition that the maintenance could be reduced to a minimum.

Every road should be rounded up at the center so the water will drain to either side. There are some roads, probably, that should be graveled, but if the roads were properly rounded up, very little graveled would be necessary. Then the road-drag should be used. After every rain, every road should be dragged. This eliminates any possible ruts, and at the same time dries up the road.

Free use of the road-drag will keep a good road in good condition and will go far toward making a poor road good. It has been proven many times by actual use that the road-drag is one of the best, and most economical implements employed in road work. The first cost of a drag is small, and repairs are a minimum. It is always ready to use, easy to get started and its use never fails to produce the de-

sired results. In a community where good roads prevail, you will always find plenty of road-drags.

THE GREAT MEDICAL CENTER.

The greatest medical center west of St. Paul and north of San Francisco is to be established in Oregon. It is to be in Portland and to be built around the medical school of the University of Oregon, which is even now the only medical school in the northwest states and seems unlikely to have any opposition.

Portland is asked to raise \$50,000 to go with \$50,000 appropriated by the last legislature to start the building program. The site, one of the most scenic educational sites in the world, was donated by the Oregon-Washington Railway and Navigation company during 1914. It overlooks the Willamette river and the city of Portland, being on the heights south of that city, and commands a view of the Cascades the Columbia, the Coast range, and the lower Willamette valley.

The \$100,000 that is in sight is to be devoted to the first unit of a medical building. Dr. K. A. J. Mackenzie, dean of the medical school, hopes to induce Portland and Multnomah county to join in putting up on the medical campus a large city and county hospital. City and laboratory work is expected to gravitate to this institution, thus centralizing laboratory work now done under several auspices.

Dr. Mackenzie says some of the most important American medical clinics in the United States are now found in the middle west, and that Portland, too, can be a medical center of national importance.

The medical school of Oregon is even now rated Class A in American medical circles.

THE LATEST NEWS NOTES FROM OVER THE STATE

An entire new lighting system has just been installed in Dallas.

The new crematorium at the eastern Oregon state hospital has been completed.

The Junction City annual pumpkin show will be held September 16, 17 and 18.

Industrial clubs are being organized in many of the districts of Washington county.

Charles Volz, a well known business man of North Bend, died suddenly of hemorrhage.

Mrs. Jack Wenandy committed suicide at her home in Bend. Domestic difficulties are blamed in a note.

Six months' attendance at Sunday school was the sentence meted out by Juvenile Judge Gillette to a delinquent Grants Pass boy.

The Polk County Jersey Breeders' association will hold a big public auction May 5, at which all breeds of cows will be sold.

Alfred Hall, of Salem, has been appointed deputy sealer of weights and measures for the western district by State Treasurer Kay.

Frank Meredith, secretary of the Oregon state fair board, has been offered the secretaryship of the Washington state fair board.

In an effort to exterminate coyotes infected with rabies, the rangers of the Malheur national forest have killed more than 100 coyotes within the last month.

Pythian Sisters of the third district held their convention at Albany with delegates present from all lodges of the organization in Marion, Linn, Lane and Polk counties.

One hundred and sixty-five thousand two-year-old Douglas fir trees will be planted on Dead mountain, three miles above Oakridge in the Cascade national forest this year.

The lowest bid for the construction of the proposed stretch of the Columbia highway in Hood River county, 240,343, was submitted by Stanley Clarkson, of Portland.

Fred R. Mellis, of Baker, will have charge of the Oregon mining exhibit at the Panama-Pacific exposition, and it is the plan of the committee in charge of the work to make the exhibit a permanent one in Oregon after the fair.

Forty accidents, none fatal, were reported to Labor Commissioner Hoff during the week. Fourteen of the accidents were in connection with lumber manufacture and logging, while 11 were in connection with the railroad work.

Labor Commissioner Hoff is sending out notices in regard to the law passed by the last legislature which regulates employment agencies. Under the new law, which becomes effective May 23, agents must secure licenses from the labor commissioner.

Following an appropriation of \$20,000 by the state highway commission, with which to improve the Pacific highway between Canyon Creek canyon and the Josephine county line, Douglas county will appropriate a like sum in the improvement of the road.

According to advices received by State Forester Elliott from the federal forestry department, Oregon's apportionment under the Weeks law for forest fire-fighting will be \$8000 this year, \$2000 less than the apportionment the state has received during each of the past three years.

Sheepmen have been notified of a meeting to be held at Baker April 1 and 2 for the purpose of organizing so that the woolgrowers may get the most from present market conditions. Both Oregon and Idaho woolgrowers will be present. Co-operation will be emphasized at the meeting.

A cabinet conference of the Y. W. C. A., attended by representatives of nine Oregon educational institutions, was held in Albany. The University of Oregon, Oregon Agricultural College, Willamette University, Albany College, Philomath College, Chemawa Training School, Salem High School, Eugene High School and Corvallis High School associations' officers were present.

GENERAL SCOTT CAPTURES INDIANS

Single-Handed and Unattended Chief-of-Staff of Army Takes Piutes.

Bluff, Utah.—The Piute Indian uprising in Utah is over. Brigadier General Scott, chief of staff of the United States army, returned here with Old Polk, Tse-ne-Gat and other renegades as his prisoners. General Scott took the Indians single-handed. Six men had been killed, and many wounded in earlier fighting between the Indians and members of the posse, headed by United States Marshal Nebeker.

With old Polk and his son, whose arrest was sought on a murder charge, General Scott brought with him Chief Posey and the latter's eldest son.

Scott effected the capture of the renegades without firing a shot. Navajo runners located the Indians near the Navajo mountains for the general and it was through the friendly Navajos that Scott conducted his negotiations.

Virtually taking his life in his hands, it was believed here, General Scott dismissed the posse which had been in Bluff for more than a month and entered the Indian country accompanied only by his aide and his Indian guides.

OREGON NEWS NOTES OF GENERAL INTEREST

Events Occurring Throughout the State During the Past Week.

Forest to Have New Fire System.

Eugene.—A new system of forest fire protection, patterned after modern city fire departments, is to be used in the Cascade national forest this season by Clyde R. Seitz, supervisor, who has outlined it. It will be placed in operation about May 1.

Electric alarm bells, motorcycles and horses, with constantly prepared packs ready for a moment's departure and equipped with rations for four days, and also small force pumps, shovels and sacks form part of the new fire department that will cover an area of 1,000,000 acres of timber in eastern Lane county.

Five fire stations will be established, so arranged that virtually any point in the forest will be accessible in two or three hours.

Ontario Library.

Open Monday and Wednesday from 10:00 to 6:00 p. m. and from 7:00 to 9:00 p. m. Saturday from 10:00 to 12:00 a. m.; from 2:00 to 6:00 p. m. and from 7:00 to 9:00 p. m.

E. Cope, the only Practical Tailor in Ontario, is the only practical place to buy a suit made to your order. Others try to follow but don't succeed; get it here and get the best for the least money.

Suits made to order from
\$15.00 to \$50.00

The only reliable and prompt cleaning and pressing in the city.

E. COPE Moore Hotel Bldg.

ELECTRIC POWER FOR ALL PURPOSES

We can supply all the power required in your territory. If you need electric service for lighting, heating, cooking, power or irrigation purposes, communicate with our nearest office, and you will have the immediate attention of a man qualified to give you information, and advise you regarding the most economical equipment suited to your requirements.

Idaho-Oregon Light & Power Company

W. J. Ferris, Receiver

JUST a moment, please. Read this little coffee chat. It will profit you if you follow it. You probably know that authorities differ as to whether

coffee is good for the system. Some say it is; some say it is not; others say it has no effect one way or the other.

You no doubt have your own ideas about this matter. Personally we think good coffee is a delightful and beneficial drink. It must be good. Buy it here.



WILSON BROS.

FOUR .. in .. ONE

FOUR Dainty Little Cubes to One Pound Package

Golden Rule Butter is made from PURE PASTEURIZED CREAM. It reaches you in a Dust Proof and Air Proof, Neat Carton, packed four little cubes to one pound.

FOR SALE BY YOUR GROCER

Jensma Creamery Co. Mfgs.
Nampa, Idaho.